

**ABSTRACT OF THE DISCLOSURE**

The invention relates to a scanning method and a scanning apparatus for optical density measurement of preferably at least one measurement object arranged on a printing medium, with sensor means for scanning the measurement object. The invention envisages that the sensor means comprise a number of measurement heads, and that, in a manner dependent  
5 on the detection – performed by means of a selected measurement head – of a reference object arranged on the printing medium at a distance from the measurement object which is predetermined in the transport direction of the printing medium, the measurement heads which are thereupon activated detect and scan the measurement object. To that end, the measurement object is designed as a measurement strip which extends transversely with respect to the  
10 transport direction of the printing medium along the width thereof and has a linearly arranged chain of measurement fields having specific color density values. An individual measurement field of a further measurement strip can be used as the reference object.